We claim:

1. A graphic article, comprising:

a perforated imageable component comprising

an imageable opaque polymeric film layer with an imageable first major surface and a second major surface, and

an opaque, light absorbing polymeric film layer adhered to the second major surface of the imageable polymeric film layer, wherein the imageable layer and the light absorbing layer are perforated with a plurality of apertures,

an image layer on the first major surface of the imageable layer,

an unperforated, attachment component comprising

a substantially transparent polymeric scrim layer with a first major surface and a second major surface, a layer of a substantially transparent hot melt adhesive applied on the second major surface of the scrim layer and a layer of a substantially transparent pressure sensitive adhesive applied on the first major surface of the scrim layer,

wherein the hot melt adhesive layer on the attachment component is adhered to the image layer on the imageable component.

2. A graphic article as claimed in claim 1, further comprising a perforated light reflecting polymeric film layer applied to the light absorbing polymeric film layer opposite the imageable polymeric film layer.

3. A graphic article as claimed in claim 1, wherein the pressure sensitive adhesive layer is covered by a removable release liner.

4. A graphic article as claimed in claim 3, wherein the pressure sensitive adhesive is an acrylic adhesive.

5. A graphic article as claimed in claim 1, wherein the hot melt adhesive is selected from the group consisting of ethylene vinyl alcohol (EVA) adhesives and ethylene acrylic acid (EAA) adhesives.

6. A graphic article as claimed in claim 1, wherein the scrim layer is a polyester film.

7. A graphic article as claimed in claim 1, wherein the imageable layer is selected from the group consisting of polyolefin films and vinyl films.

8. A multi-component graphic article comprising:

(a) an imageable component comprising:

an opaque, perforated imageable polymeric film layer with an imageable first major surface and a second major surface,

an opaque, light absorbing, perforated polymeric film layer applied on the second major surface of the imageable film layer; and

(b) an attachment component comprising:

a substantially transparent scrim layer with a first major surface and a second major surface, wherein a layer of a pressure sensitive adhesive is applied on the first major surface and a layer of a heat activated adhesive is applied on the second major surface

9. A multi-component graphic article as claimed in claim 8, further comprising a removable release liner on the layer of pressure sensitive adhesive.

10. A multi-component graphic article as claimed in claim 8, wherein the pressure sensitive adhesive is an acrylic adhesive.

11 A multi-component graphic article as claimed in claim 8, wherein the hot melt adhesive is selected from the group consisting of ethylene vinyl alcohol (EVA) adhesives and ethylene acrylic acid (EAA) adhesives.

12. A multi-component graphic article as claimed in claim 8, wherein the scrim layer is a polyester film.

13. A multi-component graphic article as claimed in claim 8, further comprising a perforated light reflecting film layer applied on the light absorbing film layer opposite the imageable film layer.

14. A multi-component graphic article as claimed in claim 8, wherein the imageable film layer is a white film and the light absorbing film layer is a black film.

15. A multi-component graphic article as claimed in claim 14, wherein the white film and the black film are co-extruded.

16. A graphic article for attachment to a transparent substrate, wherein the graphic article comprises:

a) an attachment component comprising:

i) a substantially transparent scrim layer with a first major surface and a second major surface;

ii) a substantially transparent pressure sensitive adhesive applied on the first major surface; and

iii) a substantially transparent heat activated adhesive applied on the second major surface; and

b) an imageable component comprising:

i) an imageable film layer with a first major surface and a second major surface, wherein the first major surface is imageable; and

ii) a light absorbing film layer applied on the second major surface of the imageable layer;

wherein the imageable component is perforated with a plurality of apertures, the first major surface of the imageable component is adhered to the attachment component via the heat activated adhesive, and the graphic article is adhered to the substrate via the pressure sensitive adhesive.

17. The graphic article as claimed in claim 16, wherein the imageable film layer is a white polymeric film.

18. The graphic article as claimed in claim 16, wherein the light absorbing film layer is a black polymeric film.

19. The graphic article as claimed in claim 16, further comprising a light reflecting film layer applied on the light absorbing film layer opposite the imageable layer.

20. The graphic article as claimed in claim 16, wherein the pressure sensitive adhesive is an acrylic adhesive.

21 The graphic article as claimed in claim 16, wherein the hot melt adhesive is selected from the group consisting of ethylene vinyl alcohol (EVA) adhesives and ethylene acrylic acid (EAA) adhesives.

22. The graphic article as claimed in claim 16, wherein the scrim layer is a polyester film.

23. The graphic article as claimed in claim 16, wherein the imageable film layer is retroreflective.

24. The graphic article as claimed in claim 16, wherein the imageable film layer is luminescent.

25. A method for applying a graphic article to a transparent substrate, the method comprising the following steps:

(a) providing a multi-component graphic article comprising:

(i) an imageable component comprising:

an opaque, perforated imageable polymeric film layer with an imageable first major surface and a second major surface,

an opaque, light absorbing, perforated polymeric film layer applied on the second major surface of the imageable film layer; and

(ii) an attachment component comprising:

a substantially transparent scrim layer with a first major surface and a second major surface, wherein a layer of a pressure sensitive adhesive is applied on the first major surface, a layer of a heat activated adhesive is applied on the second major surface, and a removable release liner is applied on the pressure sensitive adhesive layer;

(b) imaging the imageable polymeric film layer by a printing method selected from screen printing, lithographic printing, electrostatic printing, thermal transfer, inkjet printing, and piezoelectric printing to form an image layer on the first major surface of the imageable polymeric film layer;

(c) placing the heat activated adhesive layer in contact with the image layer;

(d) activating the heat activated adhesive to laminate the imageable component to the attachment component to form a unitary graphic article;

(e) removing the release liner to expose the pressure sensitive adhesive layer;

(f) placing the pressure sensitive adhesive layer in contact with the transparent substrate to adhere the graphic article to the substrate.

26. The method as claimed in claim 25, wherein the imageable film layer is a white polymeric film.

27. The method as claimed in claim 25, wherein the light absorbing film layer is a black polymeric film.

28. The method as claimed in claim 25, wherein the pressure sensitive adhesive is an acrylic adhesive.

29. The method as claimed in claim 25, wherein the hot melt adhesive is selected from the group consisting of ethylene vinyl alcohol (EVA) adhesives and ethylene acrylic acid (EAA) adhesives.

30. The method as claimed in claim 25, wherein the scrim layer is a polyester film.

31. A window display comprising:

a window with an interior surface and an exterior surface, the window having applied thereto a graphic article comprising:

an imageable component comprising:

an imageable opaque polymeric film layer with an imageable first major surface and a second major surface, and

an opaque, light absorbing polymeric film layer adhered to the second major surface of the imageable polymeric film layer, wherein the imageable layer and the light absorbing layer are perforated with a plurality of apertures,

an image layer on the first major surface of the imageable layer, and

an unperforated, attachment component comprising

a substantially transparent polymeric scrim layer with a first major surface and a second major surface, a layer of a substantially transparent hot melt adhesive applied on the second major surface of the scrim layer and a layer of a substantially transparent pressure sensitive adhesive applied on the first major surface of the scrim layer,

wherein the hot melt adhesive layer on the attachment component is adhered to the image layer on the imageable component, and the graphic article is adhered to the interior surface of the window with the pressure sensitive adhesive layer.

32. A display as claimed in claim 31, wherein the pressure sensitive adhesive is an acrylic adhesive.

33. A display as claimed in claim 31, wherein the hot melt adhesive is selected from the group consisting of ethylene vinyl alcohol (EVA) adhesives and ethylene acrylic acid (EAA) adhesives.

34. A display as claimed in claim 31, wherein the scrim layer is a polyester film.

35. A display as claimed in claim 31, wherein the imageable layer is selected from the group consisting of polyolefin films and vinyl films.